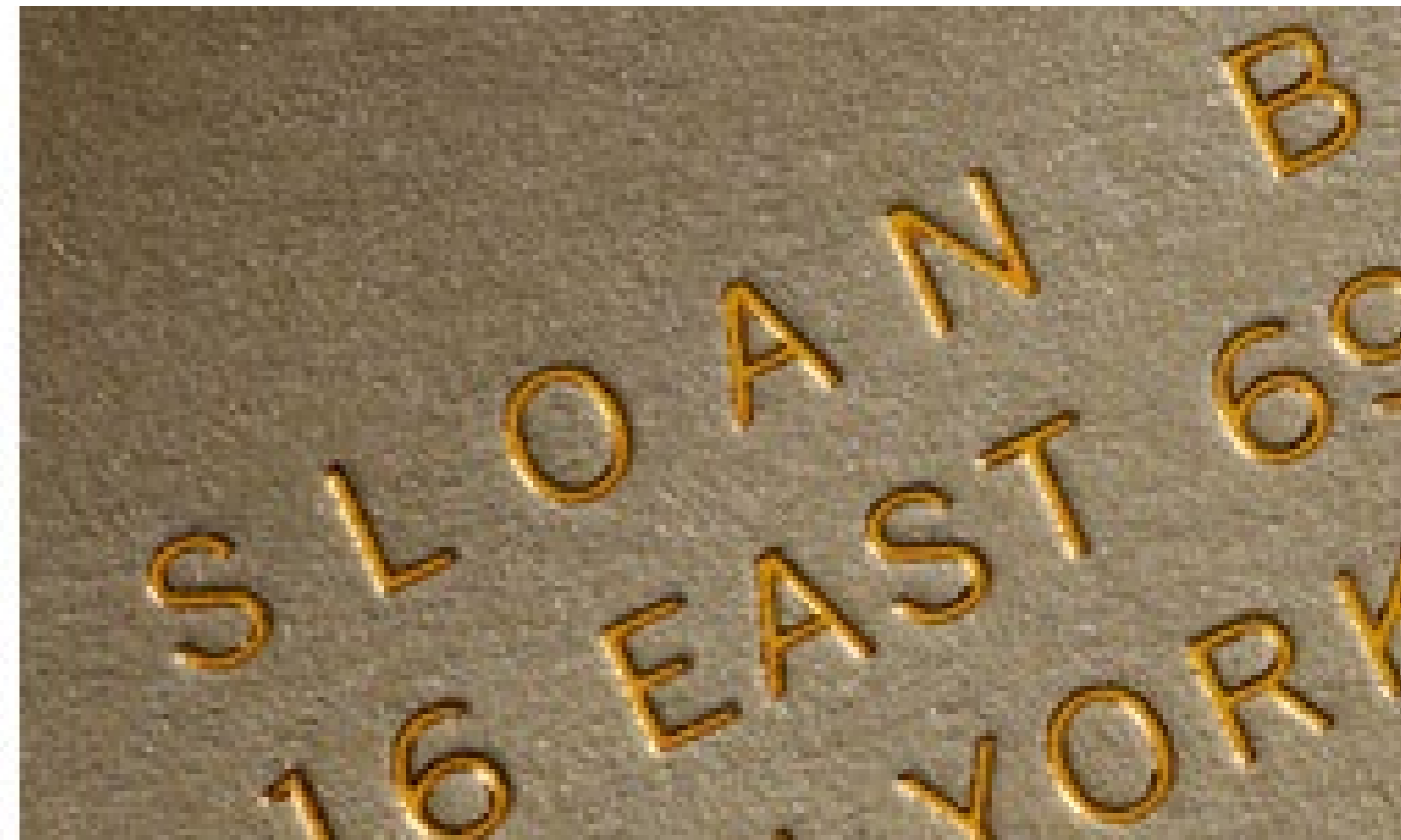


foil blocking

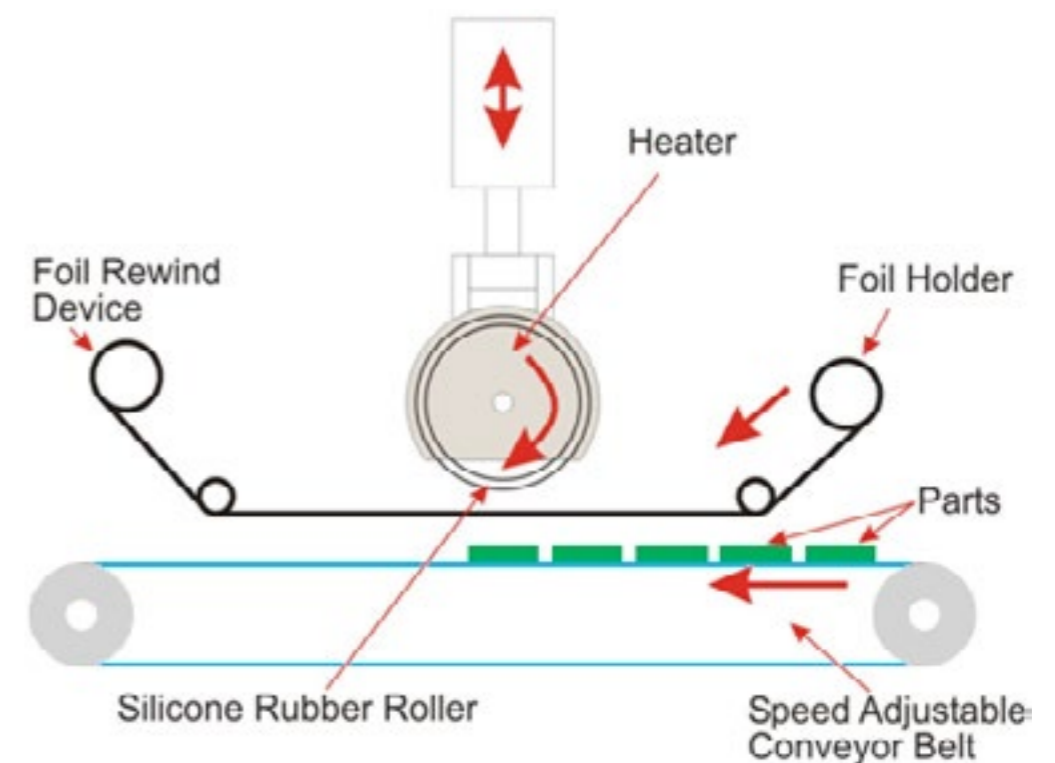
What is foil blocking?

Foil stamping, typically a commercial printing process, is the application of metallic or pigmented foil on to a solid surface by application of a heated die onto foil, making it permanently adhere to the surface below leaving the design of the die.



The process.

In the process known as hot foil stamping, foil stamping machines use heat to transfer metallic foil to a solid surface. Examples of items that are foil stamped include annual reports, pocket folders, product packaging, note cards/thank you cards, business cards, envelopes and letterhead. The foil stamp is a permanent process.



Types of foils.

Foil blocking.

These finishes can provide the ultimate in decorative appeal. They are not limited to gold and silver foils, but extend to an impressive range of pigmented, holographic and security foils.

Security foils.

These foils are primarily used to uniquely identify products and have the added benefits of deterring theft and counterfeiting.

By including these foils on P.O.S materials they give the product a very distinctive high profile appearance. These foils are available “off the peg” in a number of designs or they can be made “bespoke” to your individual requirements.

Textured foils.

These foils are available in a myriad of designs or you can create your own unique image. They will give a design energy and provide an eye-catching alternative to traditional flat foil.

These foils are also a cost effective alternative to security foils and they give companies the opportunity to use unique images which can be duplicated in their P.O.S material.



Sub-Types.

Gold and silver foils

Transform your print using an amazing range of gold and silver colours from light & bright to warm & rich shades.

Metallic colours

An incredible range of colours covering the whole spectrum can be sourced.

Matt and satin colours

Where a specific colour is important but a more subtle finish is appropriate.

Clear foils

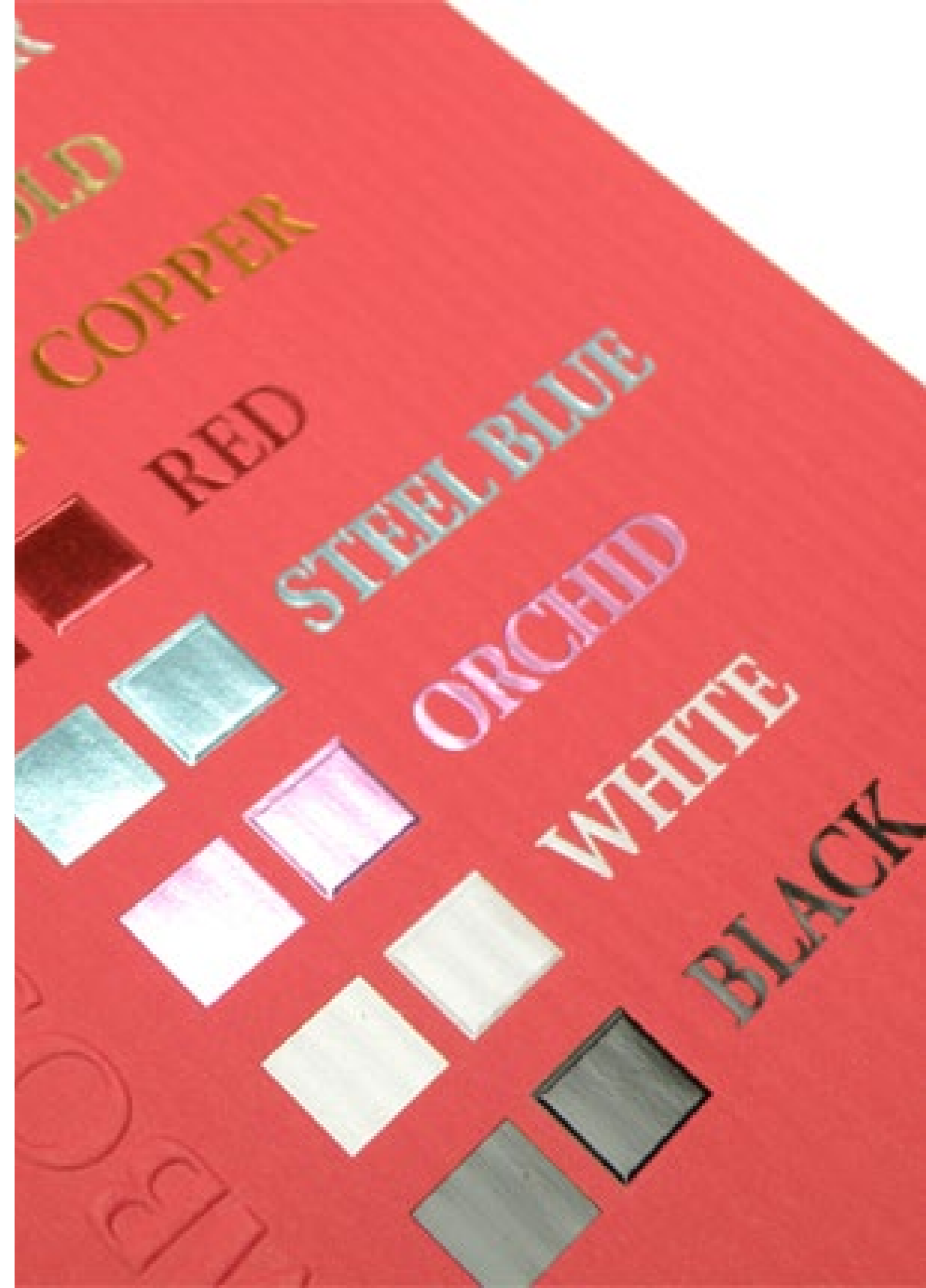
Clear foils are very popular for highlighting aspects of print with sharp definition – a stylish alternative to Spot UV. Holotrans foils offer exciting see through images in the foil itself.

Holographic foils

Holographic technology offers amazing image possibilities with effects from stars to shards and bubbles to pillars with a variety of colours too.

Pigment foils

The range of pigment foils offers opportunities to produce a really classy non-metallic print.



The advantages and disadvantages.

The advantages.

- Creates a Bespoke feel
- Gives of a professional look
- Enhances your design

The disadvantages.

- Not very cost efficient
- Hard to get right
- Outsourcing qualified professionals

